

No. of Printed Pages : 3

**MMPM-005**

**MASTER OF BUSINESS  
ADMINISTRATION  
(MBA)**

**Term-End Examination**

**June, 2025**

**MMPM-005 : MARKETING OF SERVICES**

*Time : 3 Hours*

*Maximum Marks : 100*

*Weightage : 70%*

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***Note :** Attempt any **three** questions from  
Section A. Section B is compulsory. All  
questions carry equal marks.*

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**Section-A**

1. Define Services. How do services differ from products ? Give classification of services with examples.

2. What are the characteristics of services ?

What marketing challenges are posed by these characteristics of services ? Explain with examples.

3. Taking the example of purchasing mediclaim policy, explain how consumer decision-making process will occur. Also explain what are the factors that will influence the buying decision.

4. (a) What is the difference between High Contact, Medium Contact and Low Contact Services ? Explain with examples.

(b) What are Moments of Truth in case of services marketing ? Explain with examples.

**Section-B**

5. Consider the Hospitality services for services delivery process. Explain *five* dimensions of Service Quality (SERVQUAL) with suitable examples.

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